Hagerty, Lee Speak

On March 21st, more than two hundred people representing college radio stations from coast to coast assembled at Columbia University's Ferris Booth Hall for the Twenty-fifth Annual National Intercollegiate Broadcasting Convention.

The major speakers of the day included Commissioner Robert E. Lee of the FCC and James Hagerty, Vice-President for Corporate Relations for ABC-Paramount.

The day began with registration and a coffee and donut hour held in the Lion's Den at Ferris Booth. The opening session began at ten-fifteen, and was held in the Waldman Auditorium.

Bob Freedman, convention chairman, opened the session by welcoming the delegates and stressing the need for even greater strides towards professionalism in the college radio industry. George Abraham, chairman of the IBS Board of Directors, introduced the keynote speaker.

The keynote address, presented by Commissioner Lee, included an explanation of several of the problems facing the FCC today. In a question and answer period which followed, Commissioner Lee spoke on obscenity and censorship, UHF problems, regulation of commercials, and broadcast law. Commissioner Lee voiced the opinion that the broadcasting industry itself should do a large share of its own regulation.

In discussing the Fairness Doctrine, he pointed out the FCC's use of case by case decisions in determining what's fair.

Following this address the conference broke up into four sessions. Lew Birchfield, Director of Member Development of the Radio Advertising Bureau, led a Radio Sales Clinic. With the aid of slides, Mr. Birchfield explained how to sell radio from a college broadcasters point of view.

Lester Smith of the WOR News Department teamed up with Walt Stengel of WKCR in an informative session on News programming.

Bill Malone, East Coast V.P. of I.B.S. and Mike Goldstein, P.D. of WVBR-FM delved into the problems confronting college FM in the fields of engineering and programming respectively.

Rounding out the morning program was a session Audience Analysis and Market Research led by I.B.S. Treasurer, Tom Bletcher.

Following the morning sessions, registrants went to the Columbia Men's Faculty Club for a luncheon. George Abraham, one of the founders of I.B.S., traced the growth of college radio in the first twenty-five years of the System's history.

Fritz Kass, publisher of College Radio Magazine, explained the goals of the publication. Mr. Kass stated that College Radio is the voice of the college broadcasting industry and goes to ad agencies, equipment manufacturers, record distributors and others in the commercial industry, in addition to the IBS membership.

Charles Quigley, I.B.S. Program Manager, presented a Programming Award to WKCR-FM of Columbia University for their work on the IBS Image of Chile series. Mr. Quigley introduced A. Paul Harrison who worked with the Alliance for Progress and the Chilean Embassy in producing this program series. Future plans of the IBS Program Department were also presented.

The highlight of the all-day conference was an address by James Hagerty. The former Presidential press secretary discussed the directions in which the broadcasting industry was expanding.

Hagerty discussed the repid advances in communications satellites, the improvement in time and quality of news coverage, the use of newer and smaller equipment, and concluded that the nations of the world being linked much closer together through the communications industry.

Hagerty offerred advice to students wanting to enter the broadcasting industry. He suggested working on college stations and seeking part-time jobs in local radio.

The afternoon sessions included a workshop on music and station promotion. Paul Brown, artist promotion agent, and Mark Matig, P.D. of WLRN teamed up to answer questions

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FCC Commissioner Speaks

Ferris Booth Hall, location of WKCR-AM-FM, Columbia University, New York City; host of the 25th Annual IBS National Convention. (Photo by Mark Weber)